

PRESS RELEASE

Peopleway and Kantar Retail Announce a Strategic Partnership to Improve Return on Training Investment

Aarhus, 24th November 2016 - Peopleway, award-winning learning impact management specialist, today announced that it will partner with Kantar Retail, WPP's global retail and shopper specialist.

The partnership marks a first step in a series of strategic efforts to fuel growth and strengthen Peopleway's position in the global market.

Peopleway will leverage the partnership to raise awareness about the value of Impact Management; how organisations can maximise the impact of investment in people development.

Peopleway's Impact Management tools and analytics will be combined with Kantar Retail's Capabilities Development expertise in a single learning and development offer. The joint offer will enable clients to better align training and development programmes with business objectives, and to measure and improve the impact of these programmes in order to drive organisational performance.

"Typically two-thirds of training investment has no measurable impact. We are passionate about supporting clients in maximising the impact of their training to drive business results. Kantar Retail's global reach and learning academy credentials will enable us to do this with greater scale," stated Lars Julin, CEO of Peopleway.

"Organisations are seeking to engage and develop their people while also having visibility of the business impact of their capability investment. This partnership aims to meet this need in a pragmatic, commercial and engaging way. We are delighted to be partnering with such a specialist as Peopleway," stated Phil Smiley, CEO of Kantar Retail.

Notes to editors:

About Peopleway

Peopleway is an award-winning learning impact management specialist. We work with market leading enterprises across a wide range of industries to help them measure and continuously improve the business impact of people development. We offer a suite of cloud-based impact management tools - designed to drive business performance by ensuring the link between corporate strategy and capability building programs. 30 years of research, 10 years of SaaS development, a history of more than 25 million impact measurements and a solutions suite that supports 21 languages. Peopleway is a people analytics market leader within L&D.

For further information, please visit www.peopleway.net, or find us on [LinkedIn](#).

About Kantar Retail

We are the retail and shopper specialists. We are a leading retail and shopper insight, consulting and analytics and technology business, part of Kantar, the data investment management division of WPP. We work with leading brand manufacturers and retailers to help them sell more effectively and profitably. At Kantar Retail we track and forecast over 1,200 retailers globally and have purchase data on over 200 million shoppers. Amongst our market leading reports are the annual PoweRanking survey and the Digital Power Study. Kantar Retail works with over 400 clients and has 26 offices in 15 markets around the globe.

For further information, please visit www.kantarretail.com, or find us on [Twitter](#) and [LinkedIn](#).

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